

**In the Claims:**

Please amend the claims as follows:

Claim 6 (currently amended): A system for facilitating and conducting production, market creation and distribution of audio or multimedia content over the Internet through an Internet based central exchange for providing consumers with audio / multimedia programs through sponsor supported advertising embedded in said programs comprising:

a website providing an exchange for authors and owners of audio/ multimedia program, to make the programs available to consumers, each program comprising one or more embedded advertising slots;

record keeping means communicatively linked with the website for enabling sponsors to know the distribution of audio / multimedia programs selected by consumers; and

feedback means, linked with a means for providing sponsors with said embedded advertising slots, said feedback means for providing a record of the number of times selected audio / multimedia programs are downloaded, such that available embedded advertising slots can be competitively priced to sponsors based on consumer distribution consumer distribution.